

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE



FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

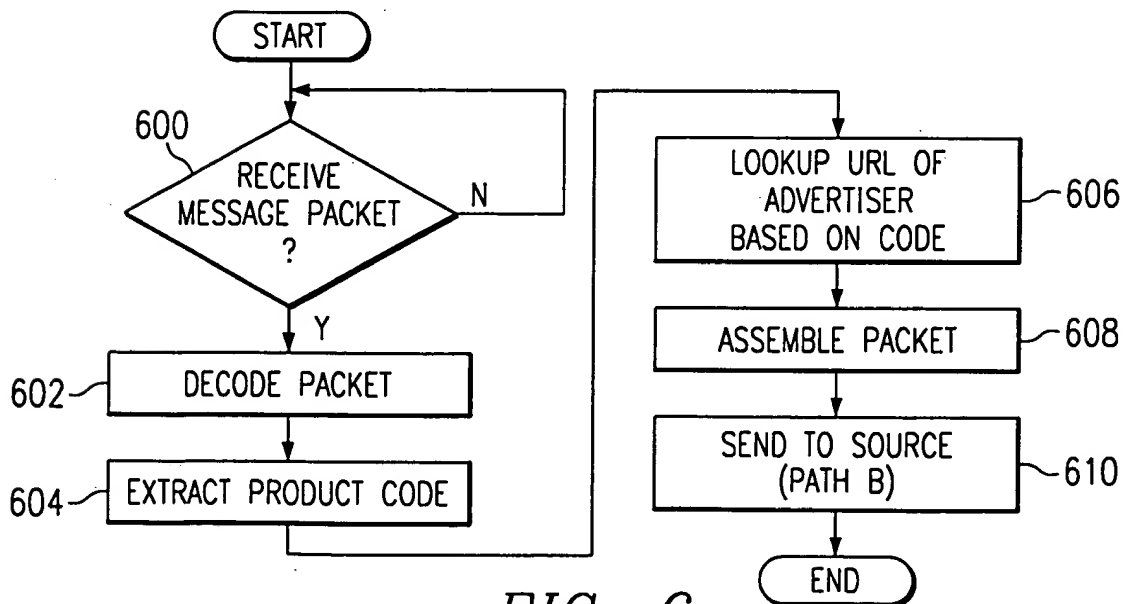


FIG. 6

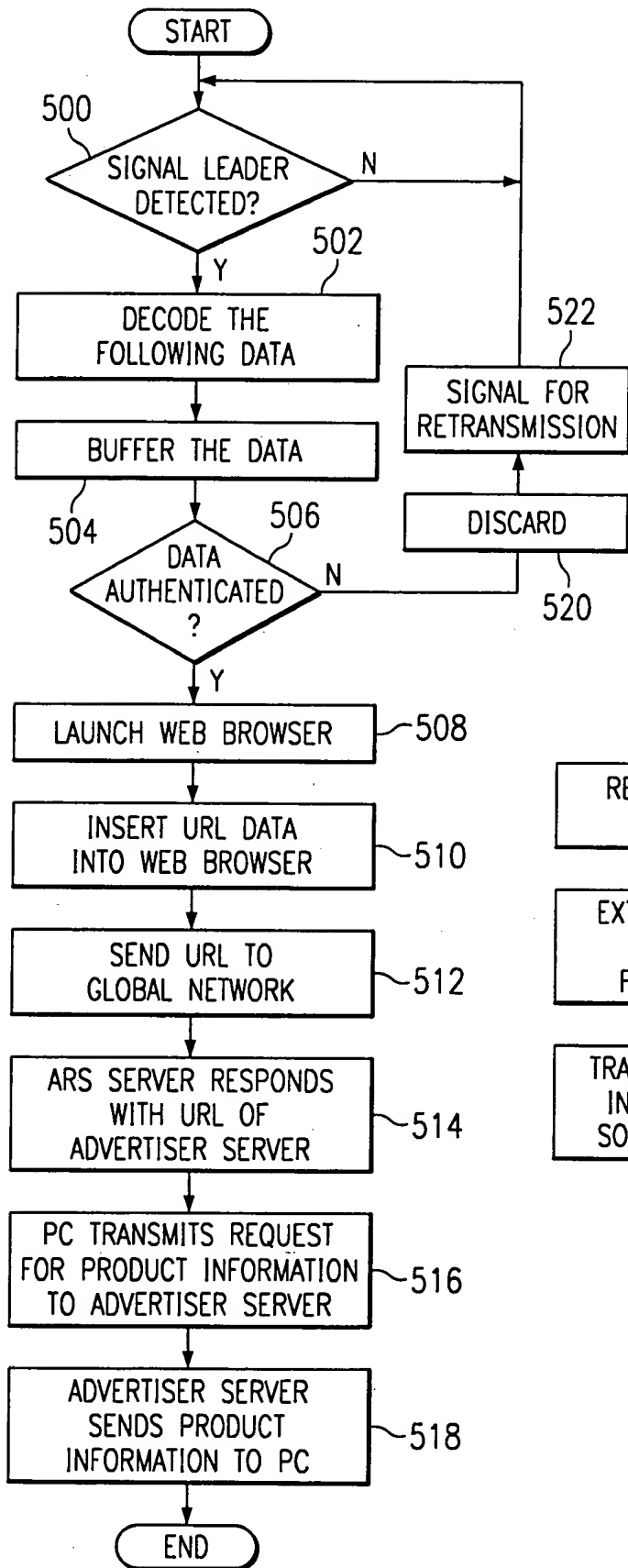


FIG. 5

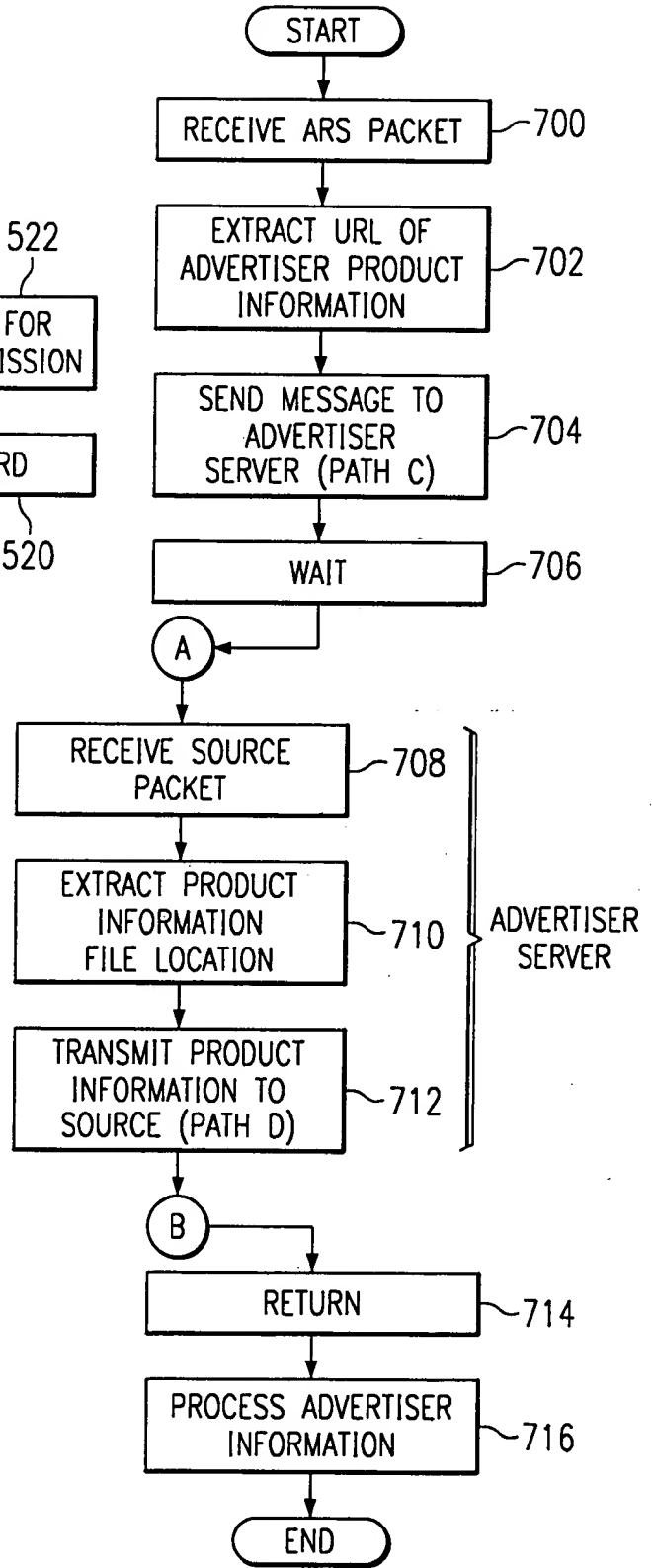


FIG. 7

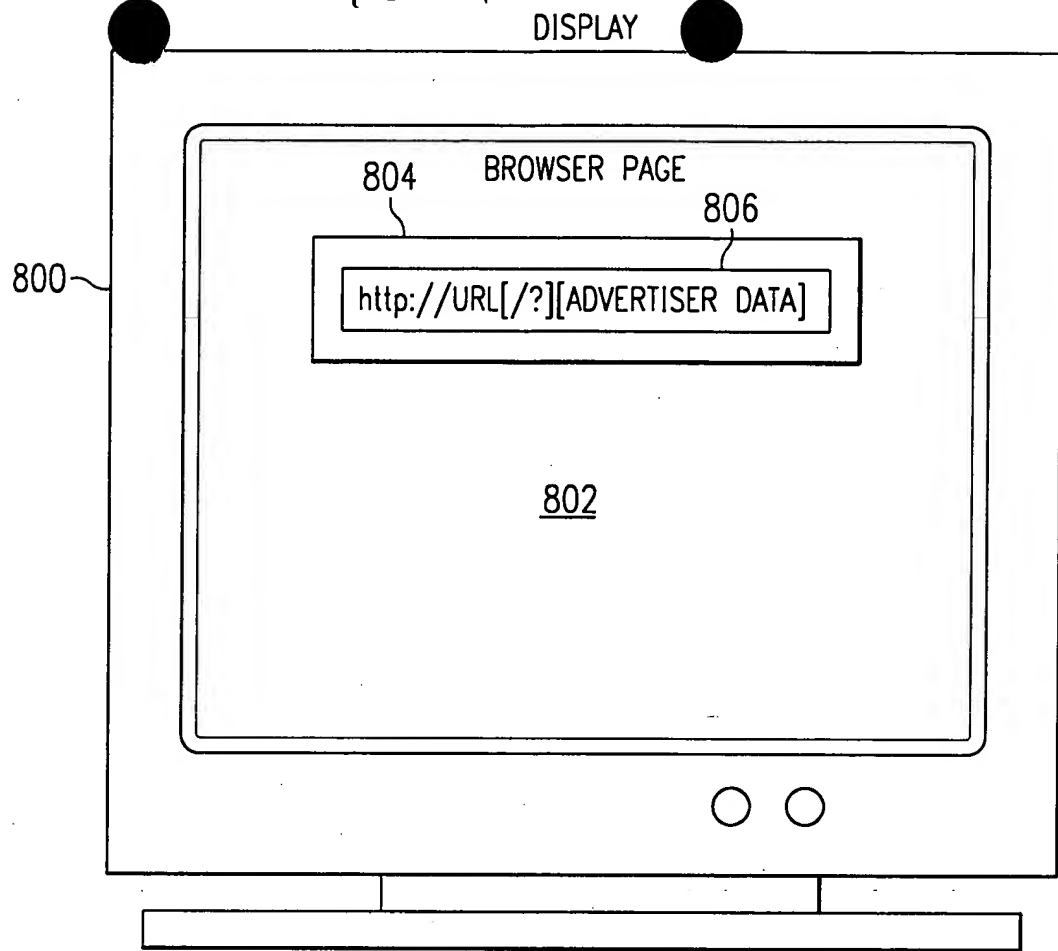


FIG. 8

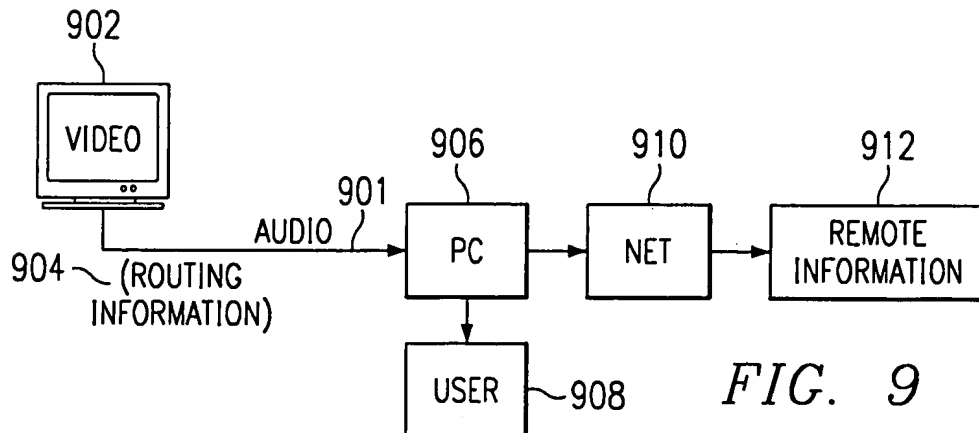
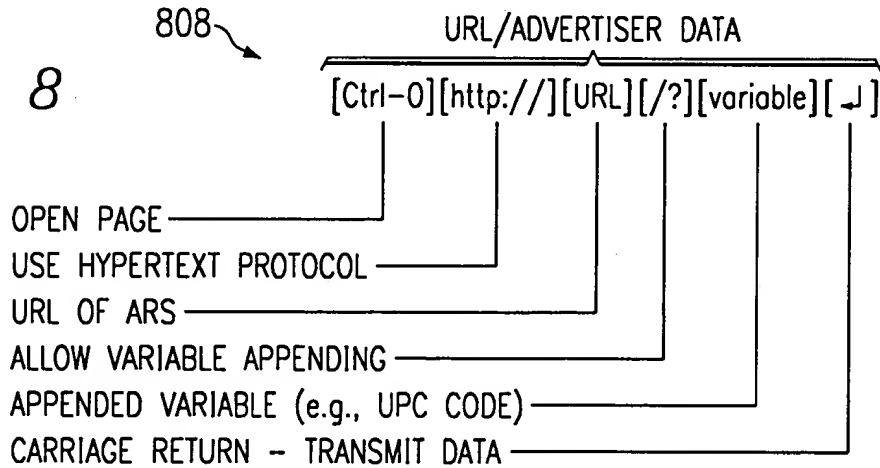
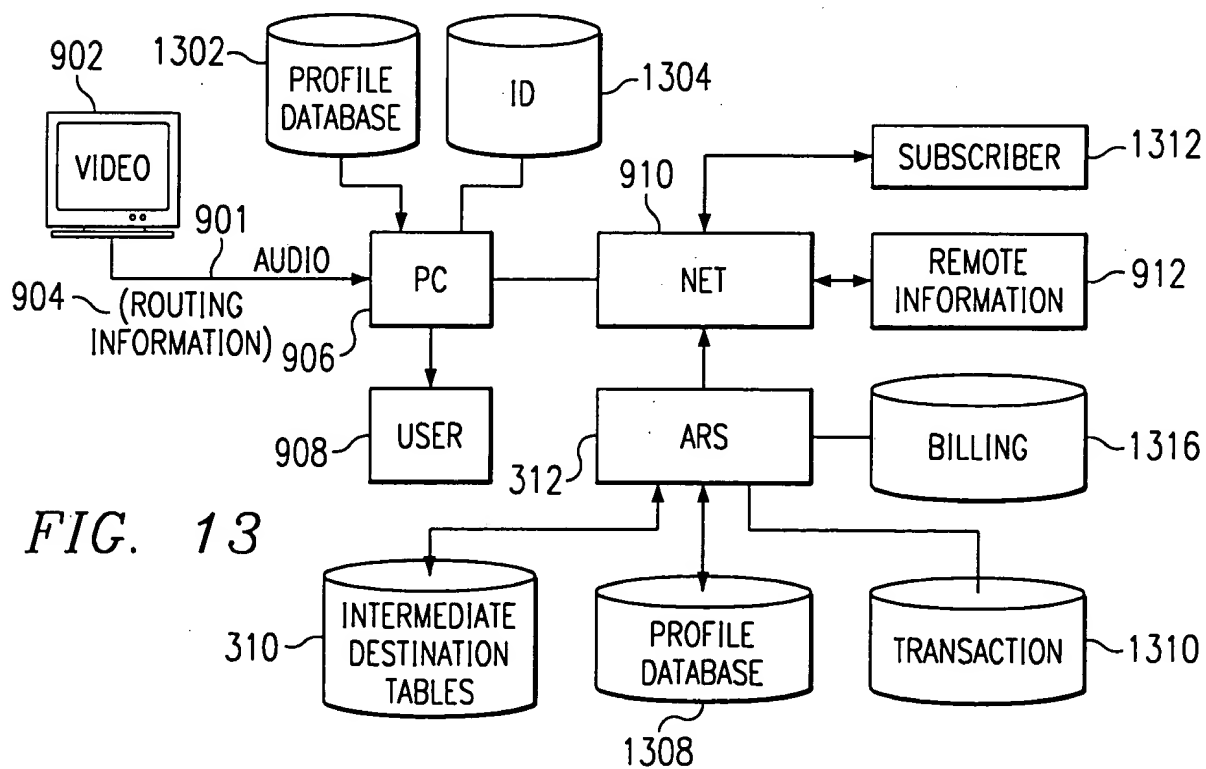
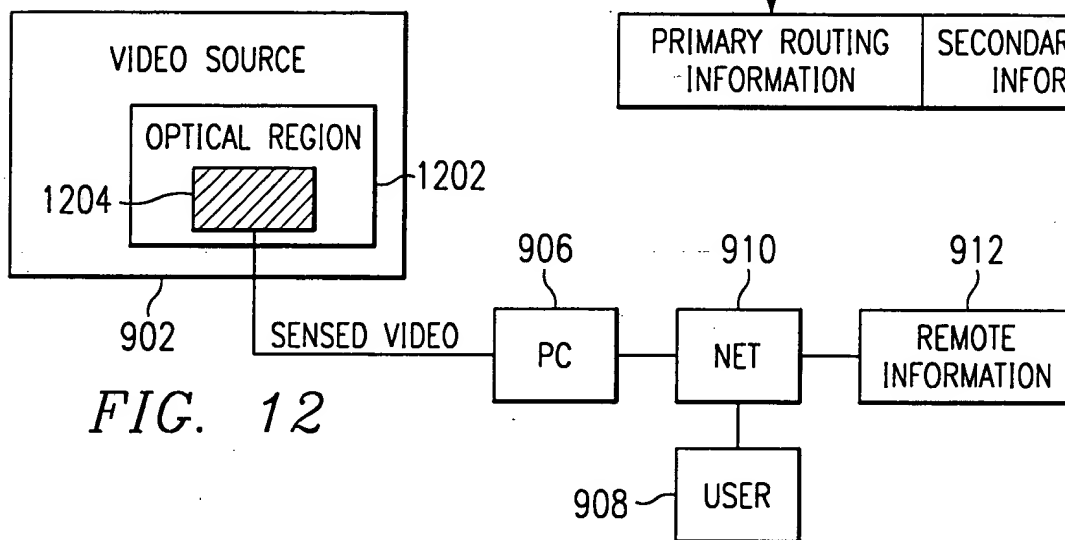
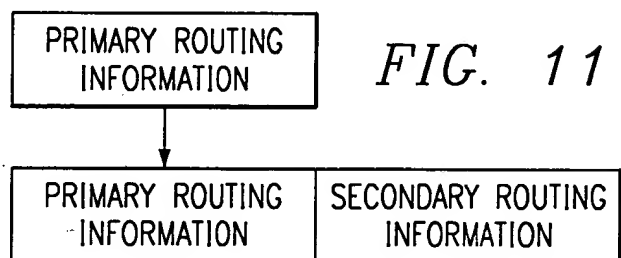
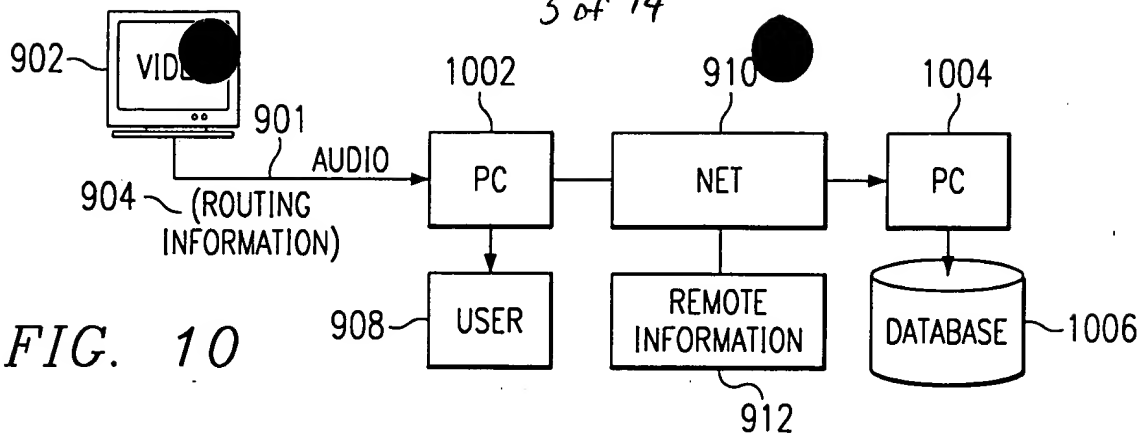


FIG. 9



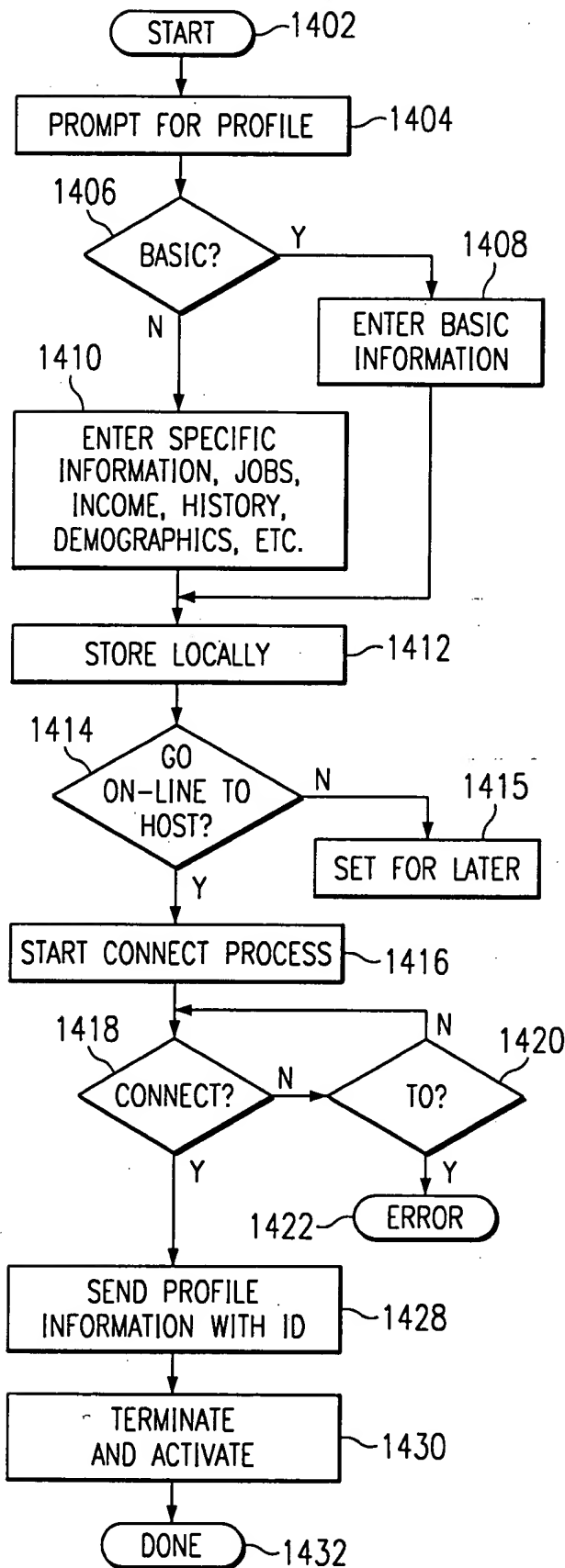


FIG. 14

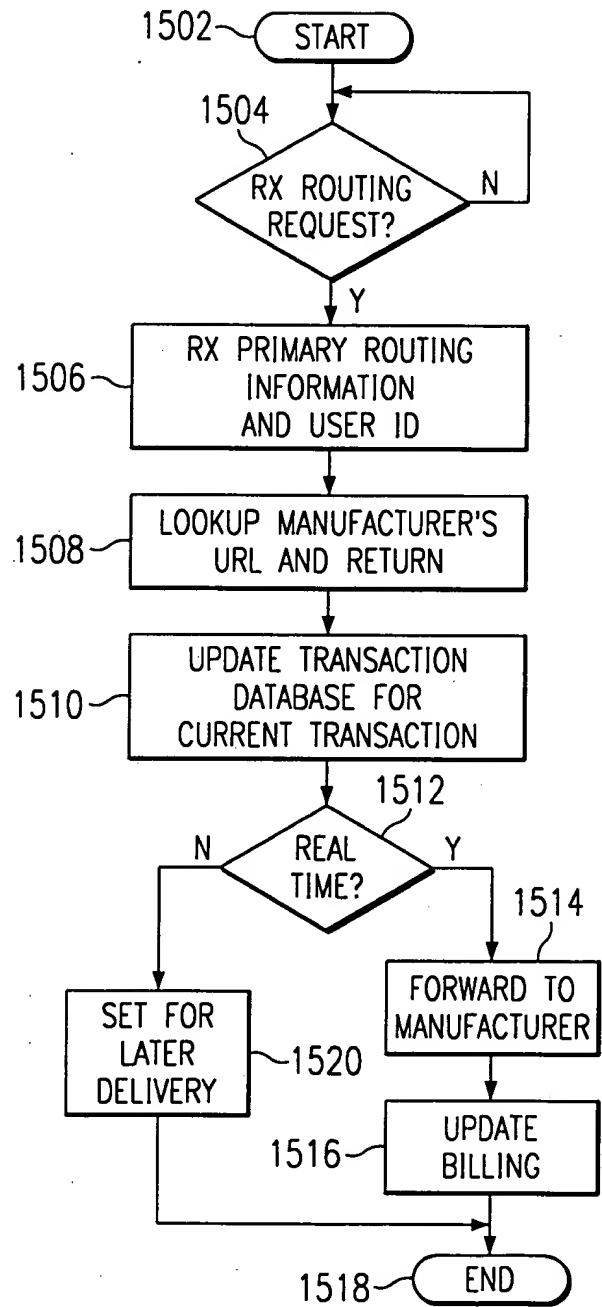


FIG. 15

PHLY-25,509
70+14

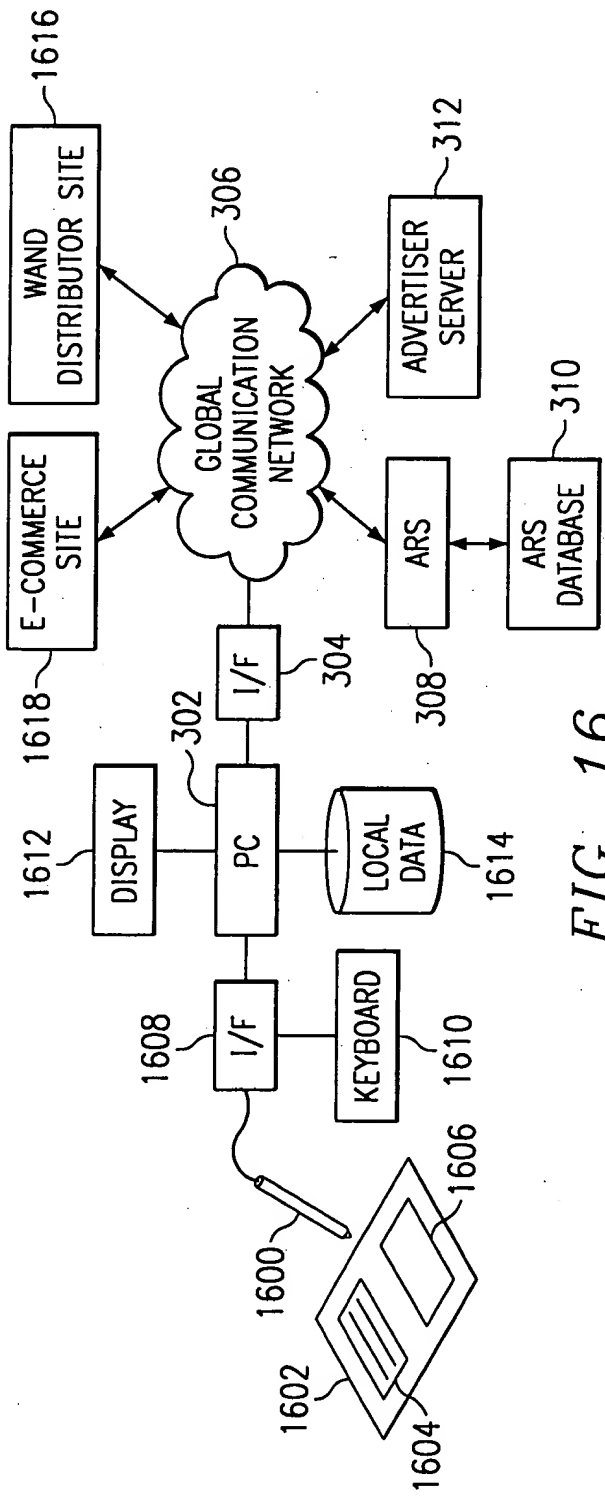


FIG. 16

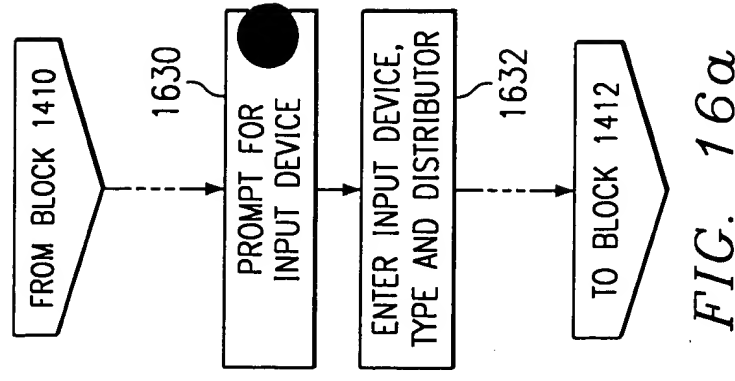


FIG. 16a

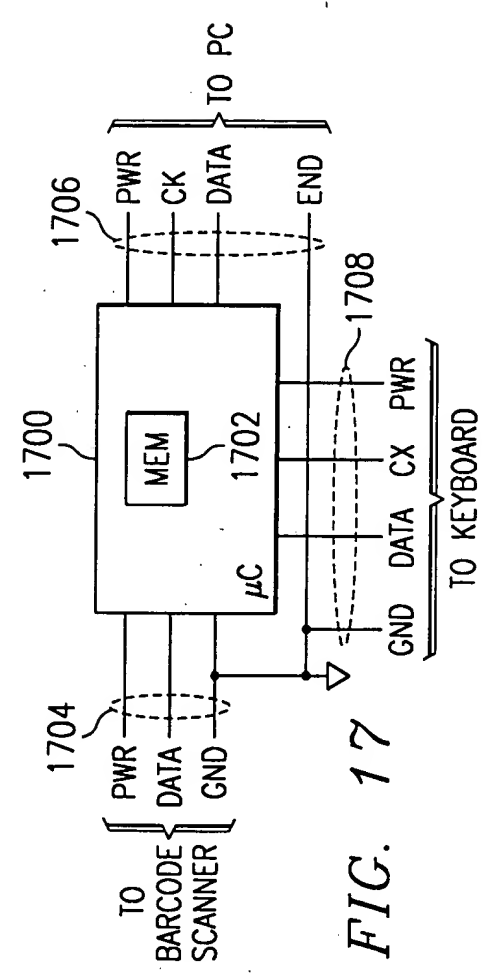


FIG. 17

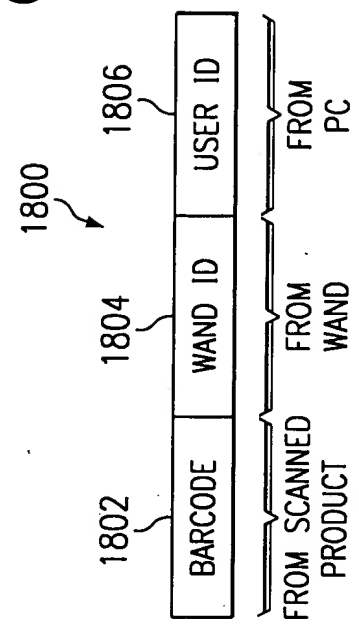
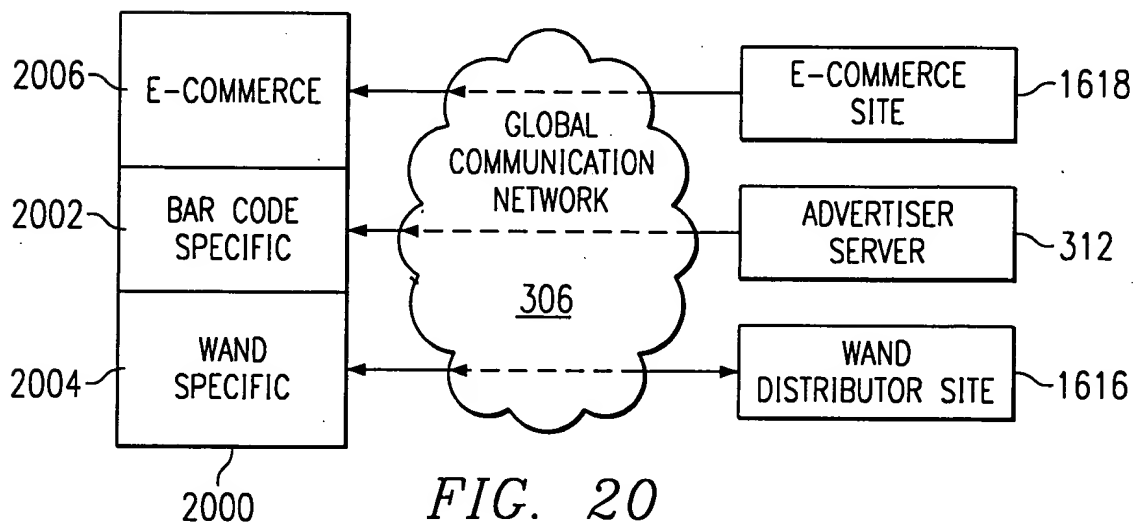
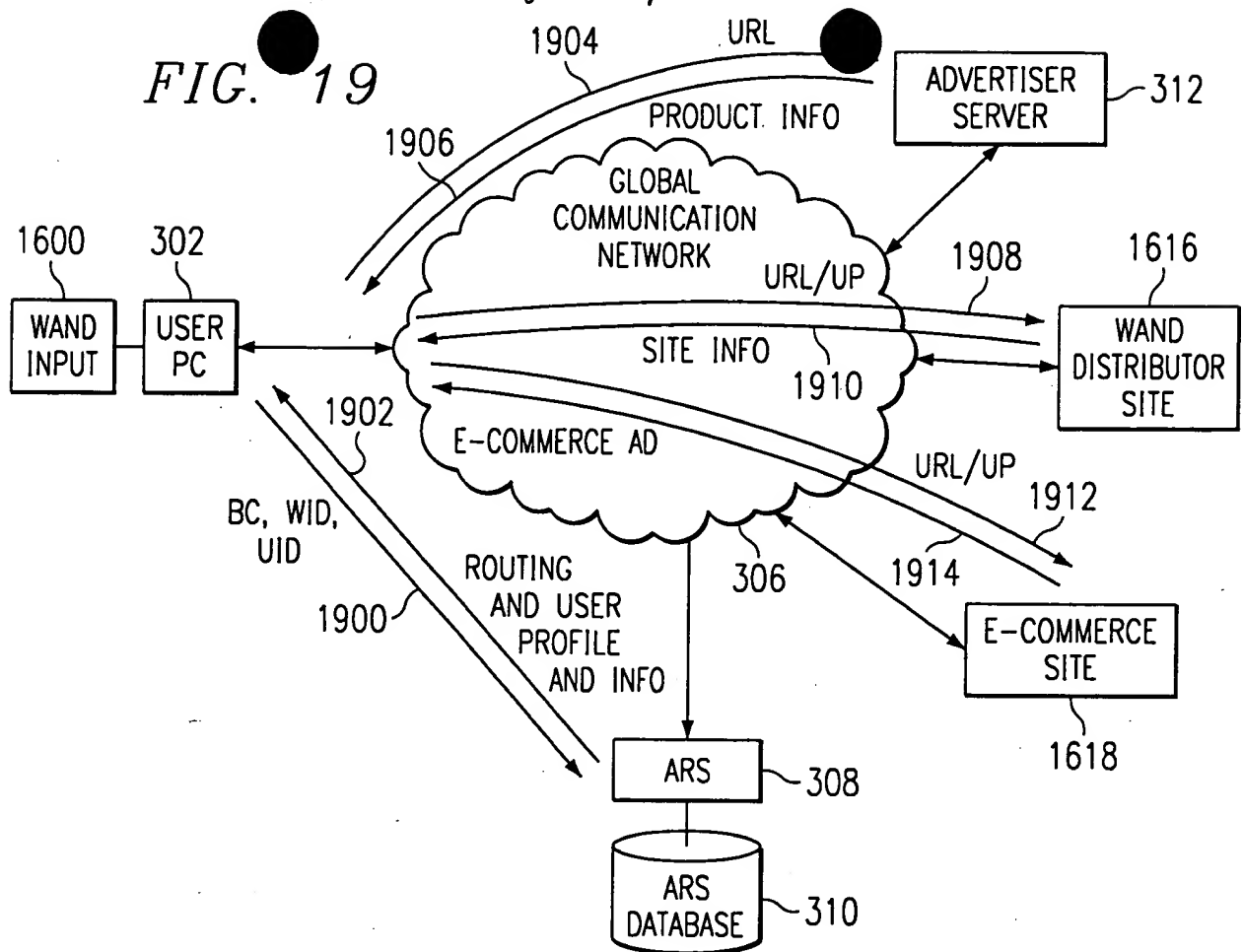


FIG. 18

FIG. 19



2102		2104		2106		2108	
PRODUCT		WAND		USER		E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE		BC	INFO

FIG. 21

2100

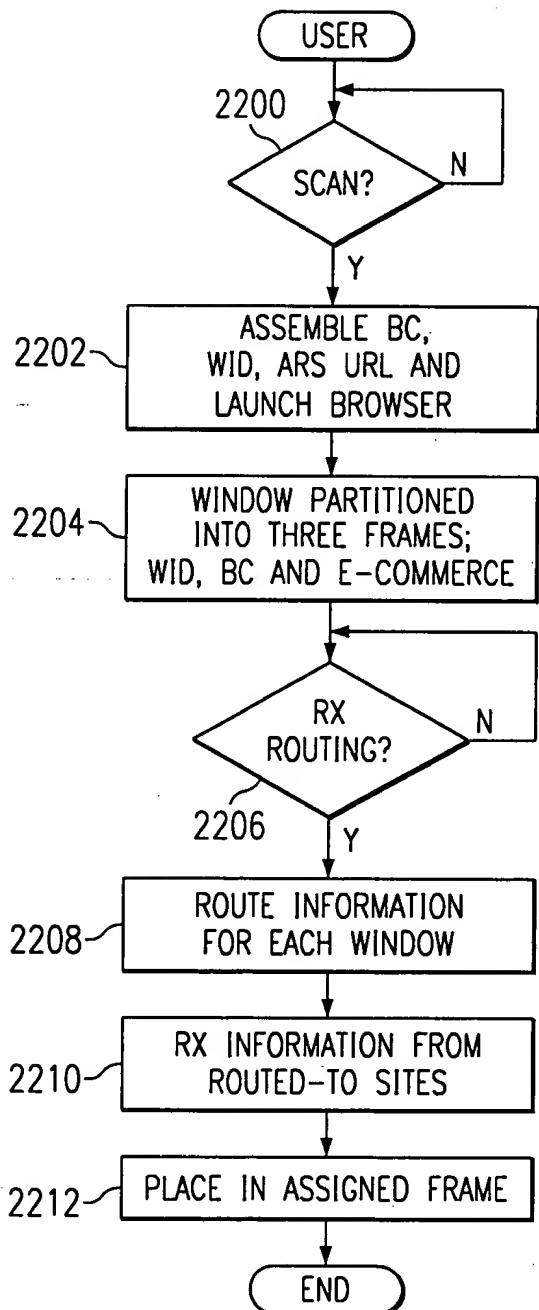


FIG. 22

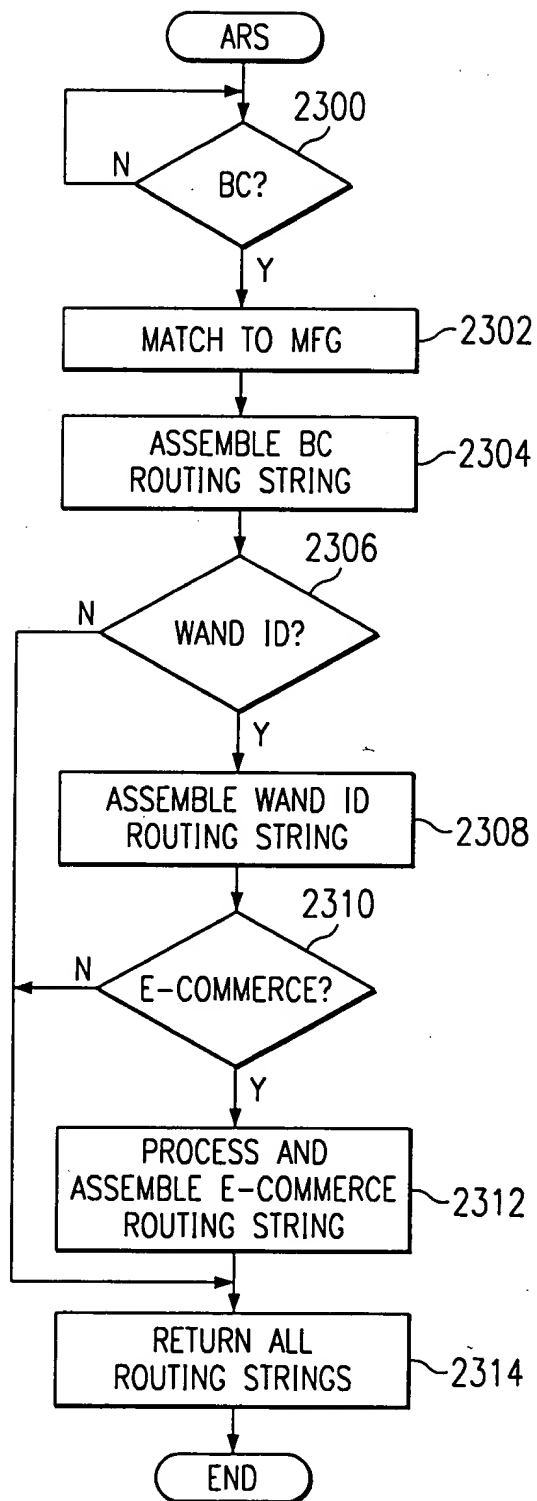


FIG. 23

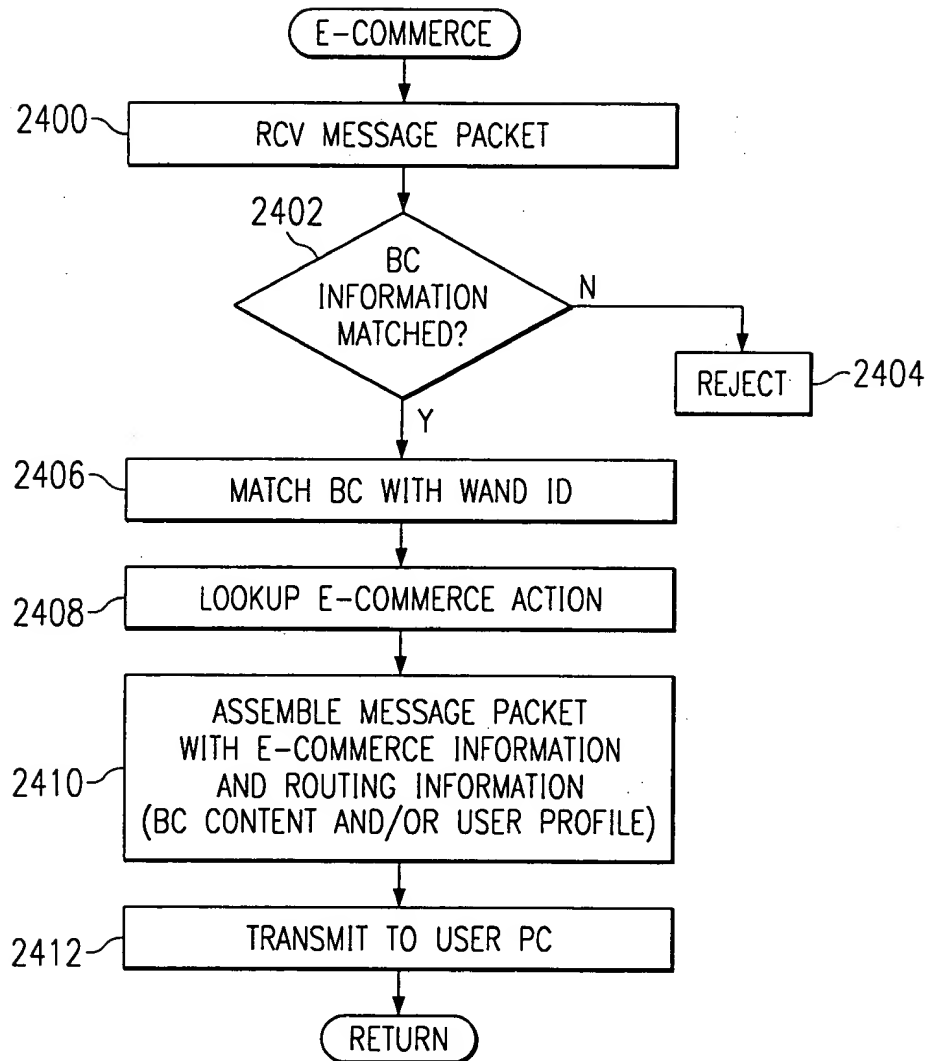


FIG. 24

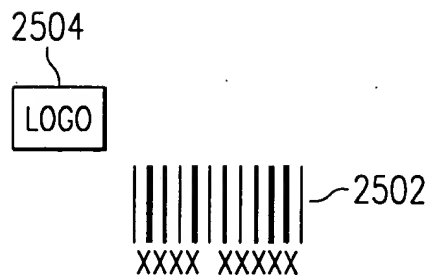


FIG. 25a

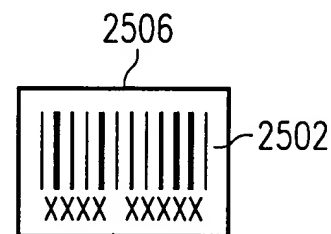


FIG. 25b

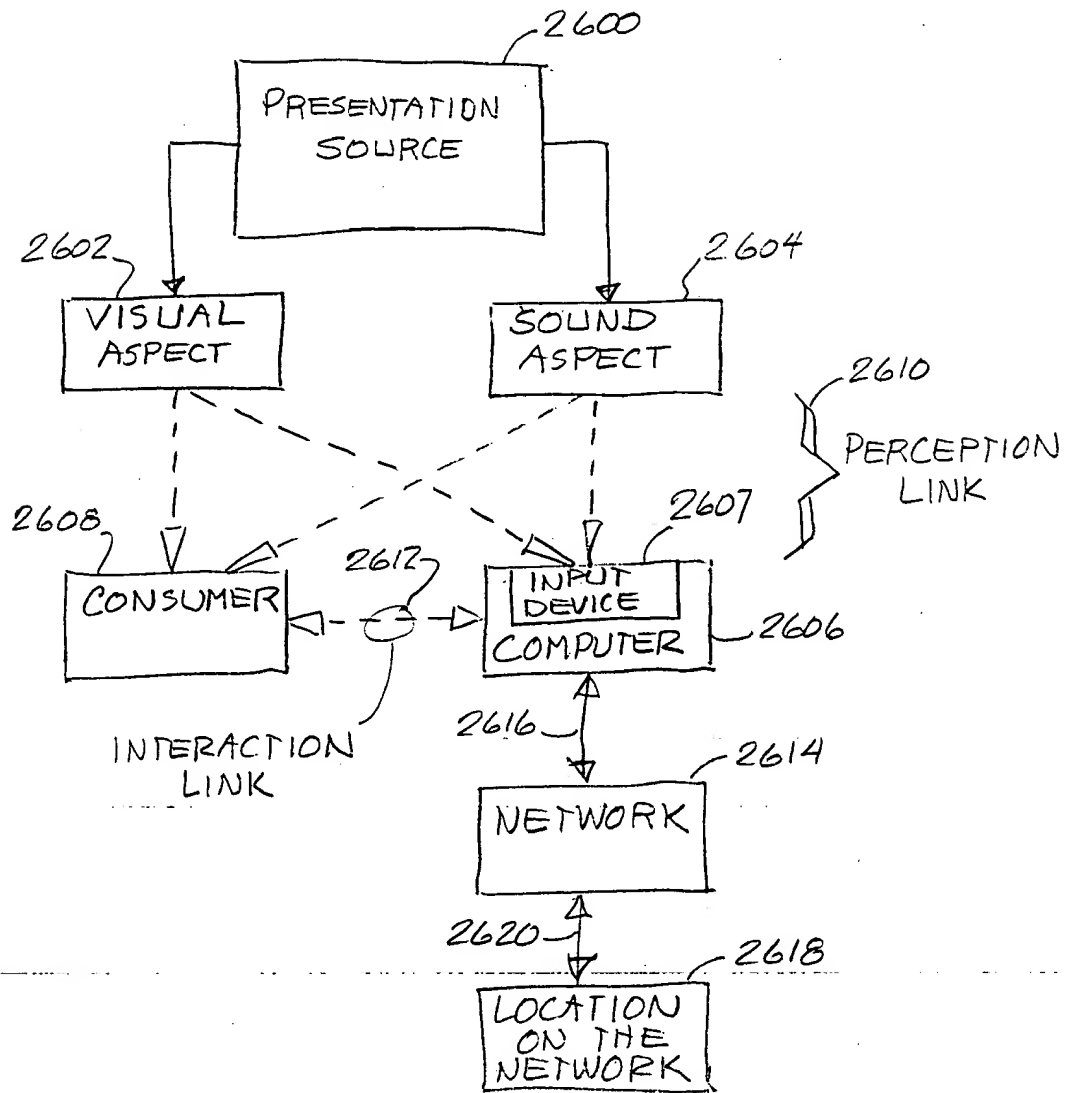


FIG. 26

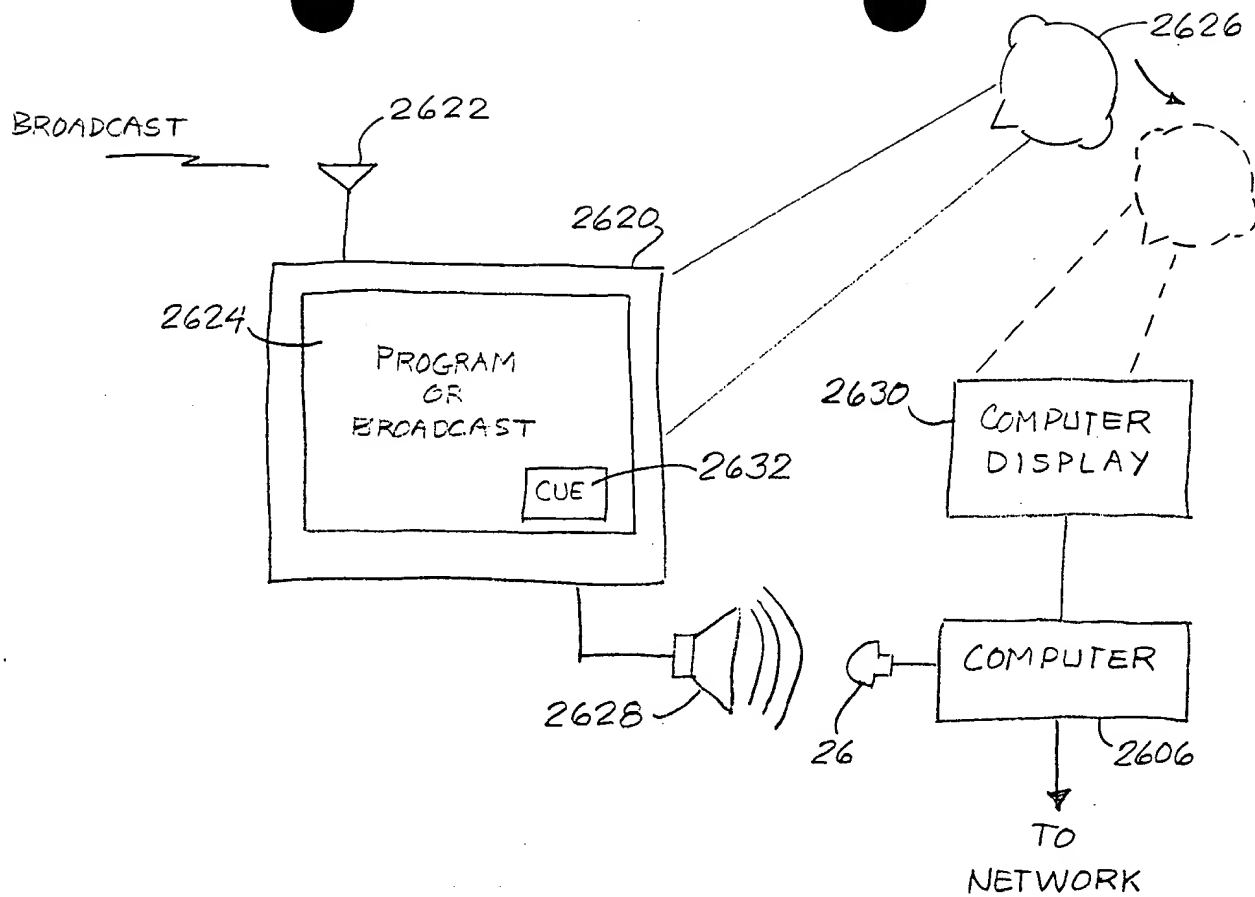


FIG. 26a

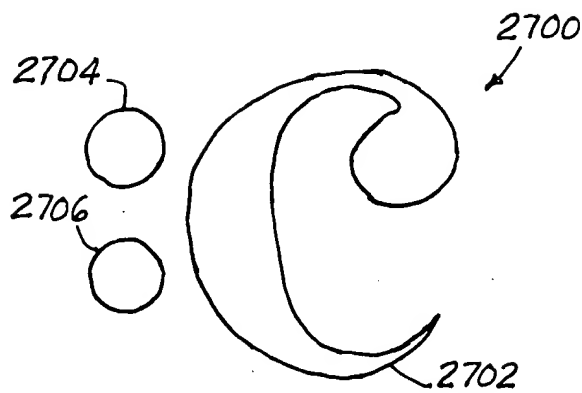


FIG. 27

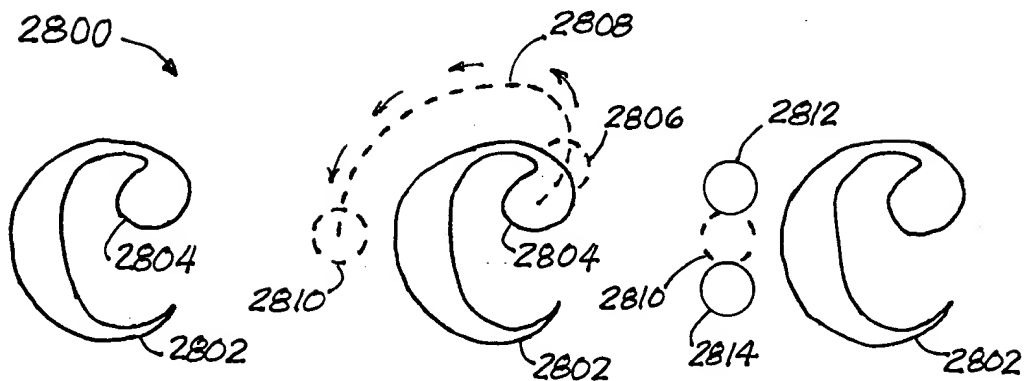


FIG. 28A

FIG. 28B

FIG. 28C

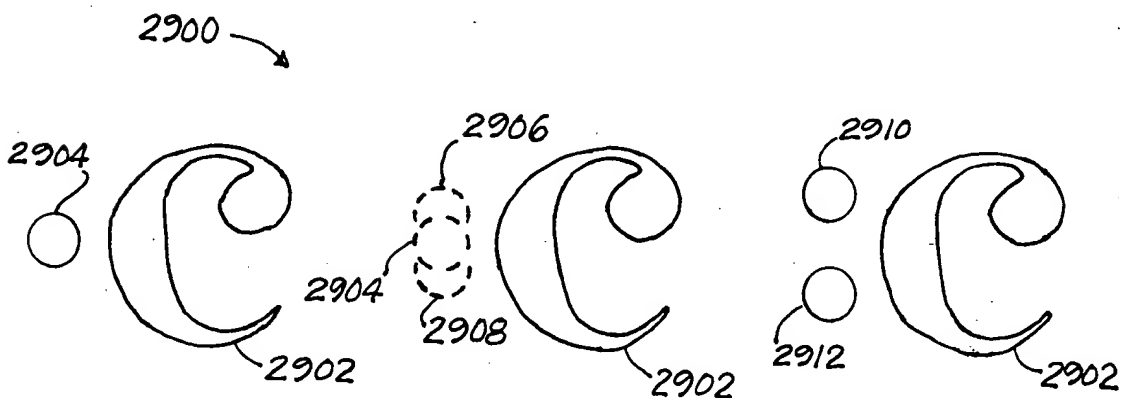


FIG. 29A

FIG. 29B

FIG. 29C

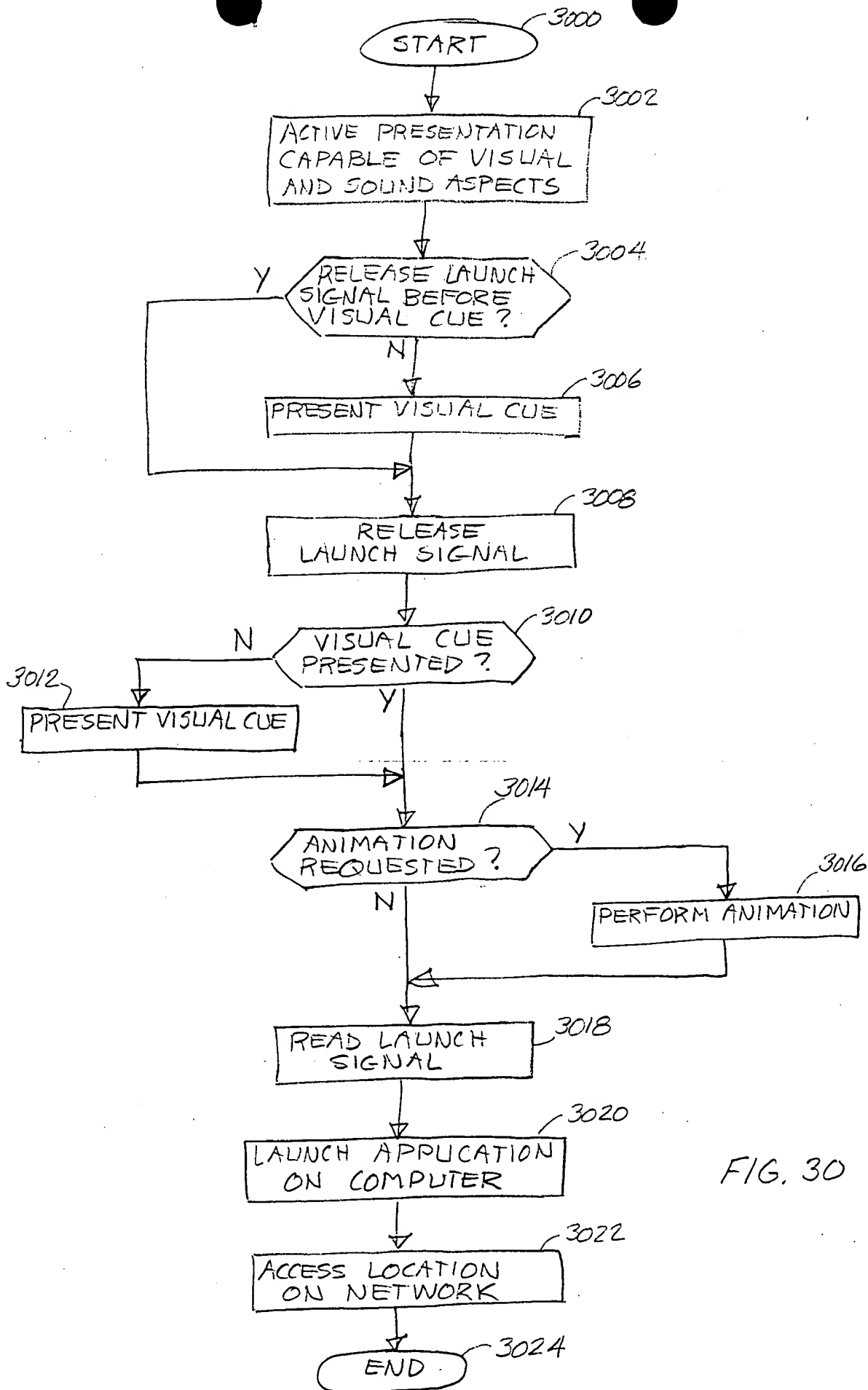


FIG. 30